



# ORDER

Flight Dates 07/09/12-07/15/12

Contract / Revision 303222 /

Original Date / Revision  
06/29/12 06/29/12

Advertiser Flake / Republican / US Sena

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400  
Alexandria, VA 22314-3039

Product  
Flake for Senate

Agency Com 15%  
Billing Contact

814 King Street - Suite 400  
Alexandria, VA 22314-3039

Sales Office EWSDC  
Sales Region NAT  
Agency Ref

Order Sep 00:20:00

Estimate # 709715

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	54	\$22,716.25	\$26,725.00	0.00	06/25/12	07/15/12	54	\$22,716.25	\$26,725.00
Totals	54	\$22,716.25	\$26,725.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	07/09/12	07/13/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/09/12	07/15/12	11111--		5				\$225.00		0.00			
2	KNXV	07/15/12	07/15/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/09/12	07/15/12	-----S		1				\$100.00		0.00			
3	KNXV	07/09/12	07/11/12		CM	6pm-630pm	1-1----	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00



KNXV

**KNXV-TV  
PHOENIX**

Print Date: 06/29/12

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Contract / Revision 303222 Flight Dates 07/09/12-07/15/12

Hiatus Dates

Original Date / Revision 06/29/12/ 06/29/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 709715

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6pm-630pm M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	1-1----					2	\$250.00		0.00			
4	KNXV	07/10/12	07/12/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-1---	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-1-1---					2	\$250.00		0.00			
5	KNXV	07/09/12	07/11/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1-1----	:30	2	\$600.00	P-6	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	1-1----					2	\$600.00		0.00			
6	KNXV	07/09/12	07/13/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$500.00		0.00			
7	KNXV	07/14/12	07/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S-					1	\$250.00		0.00			
E 8	KNXV	07/09/12	07/09/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	M-----					1	\$1,000.00		0.00			
9	KNXV	07/11/12	07/11/12	Wednesday Prime C Primetime Live	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	--W----					1	\$1,000.00		0.00			
10	KNXV	07/13/12	07/13/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	----F--					1	\$1,500.00		0.00			
11	KNXV	07/09/12	07/13/12	M-F 7-9am M-F 7-9am	CM	7am-9am	11111--	:30	5	\$150.00	P-6	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$150.00		0.00			
12	KNXV	07/15/12	07/15/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S					1	\$150.00		0.00			
13	KNXV	07/09/12	07/13/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$200.00		0.00			
14	KNXV	07/09/12	07/13/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:30	3	\$250.00	P-6	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	1-1-1--					3	\$250.00		0.00			
15	KNXV	07/10/12	07/13/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:30	3	\$250.00	P-6	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-1-11--					3	\$250.00		0.00			



KNXV

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Contract / Revision 303222 Flight Dates 07/09/12-07/15/12

Hiatus Dates

Original Date / Revision 06/29/12/ 06/29/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 709715

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
15	KNXV	07/10/12	07/13/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:30	3	\$250.00	P-6	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	-1-11--					3	\$250.00		0.00			
16	KNXV	07/09/12	07/15/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	11111--					5	\$200.00		0.00			
17	KNXV	07/10/12	07/13/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-1-11--	:30	3	\$600.00	P-6	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	-1-11--					3	\$600.00		0.00			
18	KNXV	07/14/12	07/14/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	-----S-					1	\$250.00		0.00			
19	KNXV	07/15/12	07/15/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	-----S					1	\$600.00		0.00			
E 20	KNXV	07/10/12	07/10/12	Tuesday Prime C Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	-T-----					1	\$1,500.00		0.00			
E 21	KNXV	07/11/12	07/11/12	Wednesday Prime B Wednesday Prime B	CM	8pm-9pm	--W----	:30	1	\$2,500.00	P-6	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	--W----					1	\$2,500.00		0.00			
E 22	KNXV	07/12/12	07/12/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	---T---					1	\$1,500.00		0.00			
E 23	KNXV	07/12/12	07/12/12	Thursday Prime C Thursday Prime C	CM	9pm-10pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	---T---					1	\$1,500.00		0.00			
E 24	KNXV	07/15/12	07/15/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	-----S					1	\$1,500.00		0.00			
E 25	KNXV	07/15/12	07/15/12	Sunday Prime 8-10pm Sunday Prime 8-10p	CM	8-10pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/09/12	07/15/12	-----S					1	\$1,500.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 54 \$26,725.00